

In The Claims

Claims 1-22 (previously canceled)

23. (withdrawn) A method of neutralization, said method comprising the step of adding an effective amount of a composition to an acid gelling agent in order to neutralize the gelling agent;

wherein said composition comprises polar hydrophilic salts and non-polar unsaponifiables, wherein said polar hydrophilic salts comprise the products of hydrolysis of a saponifiable fraction of original organic material that comprises at least more than about 10 weight percent unsaponifiable material prior to hydrolysis.

24. (withdrawn) A method of neutralization according to claim 0, wherein the original organic material is selected from the group consisting of amaranth seed oil, anise seed oil, avocado seed oil, barley oil, briza oil, buckwheat oil, candelilla wax, carnuba wax, cassia occidentalis oil, coffee bean oil, de-oiled lecithin, dog fish oil, esparto wax, oils from fungi and other microorganisms, guayule plant extract, jojoba oil, jurinea oil, lanolin, laurel berry oil, olestra (olean), olive oil concentrate (phytosqualene), olive seed oil, orange roughy oil, ouricury wax, quinoa seed oil, rye germ oil, shark liver oil, shea butter, sperm whale oil, sugar cane wax, sunflower wax, tall oil, tall oil distillate, Vegepure from wheat grains, wheat germ oil, and combinations thereof.

25. (withdrawn) A method of neutralization according to claim 0, wherein the composition further comprises at least 20% by weight of unsaponifiables.

26. (withdrawn) A method of neutralization according to claim 0, further comprising the step of applying the resultant neutralized gelling agent to the hair, skin, scales, or feathers of an animal subject.
27. (withdrawn) A method of neutralization according to claim 0, further comprising the step of applying the resultant neutralized gelling agent to the surface of a botanical subject.
28. (withdrawn) A method of neutralization according to claim 0, further comprising the step of applying the resultant neutralized gelling agent to the surface of an inanimate subject.
29. (withdrawn) A method of neutralization, said method comprising the step of adding an effective amount of a composition to an acidic gelling agent in order to neutralize the gelling agent;
- wherein said composition comprises polar hydrophilic salts and non-polar unsaponifiables, wherein said polar hydrophilic salts comprise the products of hydrolysis of a saponifiable fraction of original organic material that comprises at least more than about 10 weight percent long carbon chain material prior to hydrolysis, said long carbon chain material comprising at least 18 carbons in length.
30. (withdrawn) A method of neutralization according to claim 0, wherein the original organic material is selected from the group consisting of amaranth seed oil, anise seed oil, avocado seed oil, barley oil, briza oil, buck wheat oil, candelilla wax, carnuba wax, cassia occidentalis oil, coffee bean oil, deoiled lecithin, dog fish oil, esparto wax, oils from fungi and other microorganisms, guayule plant extract, jojoba oil, jurinea oil, lanolin, laurel berry oil, olestra (olean), olive oil concentrate (phytosterols), olive seed oil, orange roughy oil, ouricury wax, quinoa seed oil, rye germ oil, shark liver oil, shea butter, sperm whale oil, sugar cane

wax, sunflower wax, tall oil, tall oil distillate, Vegepure from wheat grains, wheat germ oil, and combinations thereof.

31. (withdrawn) A method of neutralization according to claim 0, wherein the composition further comprises at least 20% by weight of unsaponifiables.
32. (withdrawn) A method of neutralization according to claim 0, further comprising the step of applying the resultant neutralized gelling agent to the hair, skin, scales, or feathers of an animal subject.
33. (withdrawn) A method of neutralization according to claim 0, further comprising the step of applying the resultant neutralized gelling agent to the surface of a botanical subject.
34. (withdrawn) A method of neutralization according to claim 0, further comprising the step of applying the resultant neutralized gelling agent to the surface of an inanimate subject.
35. (new) A method of providing substantial benefits to an animal subject with application of a composition to at least one of said animal subject's hair, skin, scales and feathers; said method comprising the step of adding an effective amount of said composition to an acid gelling agent in order to neutralize the gelling agent; wherein said composition comprises polar hydrophilic salts and non-polar unsaponifiables, wherein said polar hydrophilic salts comprise the products of hydrolysis of a saponifiable fraction of original organic material that comprises at least more than about 10 weight percent unsaponifiable material prior to hydrolysis.
36. (new) The method of claim 35, wherein the original organic material is selected from the group consisting of amaranth seed oil, anise seed oil, avocado seed oil, barley oil, briza oil,

buckwheat oil, candelilla wax, carnuba wax, cassia occidentalis oil, coffee bean oil, de-oiled lecithin, dog fish oil, esparto wax, oils from fungi and other microorganisms, guayule plant extract, jojoba oil, jurinea oil, lanolin, laurel berry oil, olestra (olean), olive oil concentrate (phytosqualene), olive seed oil, orange roughy oil, ouricury wax, quinoa seed oil, rye germ oil, shark liver oil, shea butter, sperm whale oil, sugar cane wax, sunflower wax, tall oil, tall oil distillate, Vegepure from wheat grains, wheat germ oil, and combinations thereof.

37. (new) The method of claim 35, wherein the composition further comprises at least 20% by weight of unsaponifiables.
38. (new) A method of providing substantial benefits to an animal subject with application of a composition to at least one of said animal subject's hair, skin, scales and feathers; said method comprising the step of adding an effective amount of a composition to an acidic gelling agent in order to neutralize the gelling agent; wherein said composition comprises polar hydrophilic salts and non-polar unsaponifiables, wherein said polar hydrophilic salts comprise the products of hydrolysis of a saponifiable fraction of original organic material that comprises at least more than about 10 weight percent long carbon chain material prior to hydrolysis, said long carbon chain material comprising at least 18 carbons in length.
39. (new) The method of claim 38, wherein the original organic material is selected from the group consisting of amaranth seed oil, anise seed oil, avocado seed oil, barley oil, briza oil, buck wheat oil, candelilla wax, carnuba wax, cassia occidentalis oil, coffee bean oil, deoiled lecithin, dog fish oil, esparto wax, oils from fungi and other microorganisms, guayule plant extract, jojoba oil, jurinea oil, lanolin, laurel berry oil, olestra (olean), olive oil concentrate (phytosqualene), olive seed oil, orange roughy oil, ouricury wax, quinoa seed oil, rye germ

oil, shark liver oil, shea butter, sperm whale oil, sugar cane wax, sunflower wax, tall oil, tall oil distillate, Vegepure from wheat grains, wheat germ oil, and combinations thereof.

40. (new) The method of claim 38, wherein the composition further comprises at least 20% by weight of unsaponifiables.